

fashion calendar

RUTH FINLEY, EDITOR
FRANCES HUGHES, ASSOC. EDITOR

8 EAST 77th STREET
NEW YORK 21, NEW YORK
TRAFALGAR 9-2343

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File.

20th YEAR • A WEEKLY PUBLICATION

Week of March 21, 1960

january

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 18, 1960</u>			
Friday March 18 11:30 A.M.	SPRING-SUMMER FASHIONS BY TWO DESIGNERS Fashions by Gigliola Curiel of Milan and Bernard Newman of the U.S.A. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	4TH FLOOR
Friday March 18 4:30 P.M. Cocktails	COUTURE FASHIONS DURING COCKTAIL HOUR "Couture At The Columns"--Eleanora Garnett will present her Spring collection. Showing at 5:15 P.M. Press by invitation. Public by reservation. Minimum Charge--\$2.50. Contact: EL. 5-2600. Fashion Show Director: Martha Holiday, RE. 7-2971.	ELEANORA GARNETT (47 EAST 51ST STREET)	SAVOY-HILTON HOTEL THE COLUMNS
Beginning Friday March 18	SHOWING OF COTTON SEPARATES AND DRESSES Showing of separates and dresses, including lace on cotton, and featuring a group of daytime cottons. Contact: WI. 7-6122.	ARIZONA ORIGINALS FOR ELLEN LOCKWOOD	1410 BROADWAY SHOWROOM - 19TH FLOOR
Just Released	FALL HOSIERY COLORS Fourteen Fall '60 hosiery colors coordinating with ready-to-wear, millinery and gloves. Contact: Midge Wilson, MU. 5-5881.	COLOR ASSOCIATION OF U.S.A. INC.	200 MADISON AVENUE
Saturday March 19 1:00 P.M. Luncheon	FASHION SHOW AT BENEFIT LUNCHEON The members of the New York Fashion Designers will aid and stage a fashion show during luncheon, for the Tenth Anniversary Fete of the Astraea Junior Guild for benefit of St. Joseph's School for the Blind. Contact: Frances Duehren, WI. 7-0324.	NEW YORK FASHION DESIGNERS (1457 B'WAY)	HOTEL PLAZA TERRACE ROOM
Saturday March 19 2:30 P.M.	SPRING FASHIONS IN DAN RIVER COTTONS "Teen Musical Party"--sponsored by N. Y. City Dept. of Commerce and Public Events and featuring popular, jazz and classical music. Showing of Spring ready-to-wear fashions in Dan River cottons. Contact: Dept. of Commerce, Margo Gayle, TE. 8-1800; Dan River--Hilda Sherey or Nancy Hawes, BR. 9-7800; Dan River Publ: Terry Mayer at Amos Parrish, LO. 4-5600.	DEPT. OF COMMERCE AND PUBLIC EVENTS	TOWN HALL 113 WEST 43RD STREET
Sunday March 20- March 23	TENTH NATIONAL PRESS WEEK IN DALLAS Newspaper fashion editors, syndicate writers, and television fashion program directors are invited to see Summer showings of apparel manufactured by members of the Dallas Fashion Manufacturers Association. By invitation. Contact: Mrs. Velma McKee, Dallas Fashion Center, 913 Petroleum Building, Dallas, Texas.	DALLAS FASHION MANUFACTURERS CENTER	HOTEL SHERATON DALLAS, TEXAS

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MARCH 21, 1960</u>			
Beginning Tuesday March 22 8:30 A.M.	RETAILERS' PREVIEW OF FALL 1960 Preview for retailers and buying offices of early Fall garments designed in Milliken fabrics, yarns and processes for infants, children, teens, misses and women's sportswear, dresses, suits and coats; also Milliken's Explorer Color Story... <u>March 22, 23 and April 7 at 8:30 A.M. (show 9:00); April 6 at 3:30 P.M. (show at 4:00).</u> Refreshments will be served. <u>Admission by ticket only.</u> Contact: Julie C. Buddy, OX. 5-1200.	DEERING MILLIKEN & CO.	1045 SIXTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday March 22 9:00 A.M.- 10:30 A.M.	"NEW DIMENSIONS IN PORCELAIN ENAMEL" "New Dimensions in Porcelain Enamel"--press breakfast to introduce new Panorama. (<u>Note Change of Date</u>). By invitation. Publicity: Charlotte Byrum, MU. 8-5200.	NATIONAL DESIGN CENTER	415 EAST 53RD STREET
Tuesday March 22 10:00 A.M. Coffee	PRESS PREVIEW OF FALL MILLINERY Press preview of Arnold Constable's Spring millinery collection. By invitation. Publicity: Gloria Geis, MU. 5-2300.	ARNOLD CONSTABLE	3RD FLOOR FASHION OFFICE
Tuesday March 22 11:00 A.M.	MATERNITY FASHIONS BY HELENE SCOTT Press preview of maternity fashions designed by Helene Scott. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Wednesday March 23 12:30 P.M. Luncheon	DESIGNER FASHIONS DURING LUNCHEON Spring collection of designer fashions by Else Fritz. Press by invitation. Public by reservation: "Banquet Dept." PL. 9-3000. Contact: Kitty Kraus, PL. 9-0111 or EL. 5-9371. Plaza Fashion Show Director: Mary Alice Rice, CI. 6-1790.	ELSE FRITZ (36 CENTRAL PARK SO.)	HOTEL PLAZA PERSIAN ROOM
Saturday March 26 2:00 P.M.	SHOWING OF SPRING JUNIOR COLLECTION Customer showing of Carlette Jr.'s Spring collection, designed by Mickey Bauso. Publicity: Franklin Simon--Robert Young, WI. 7-9600; for Carlette Jr.--Pauline Greene at Charles J. Charney Co., PL. 7-0955.	FRANKLIN SIMON; CARLETTE JR.	3RD FLOOR TERRACE ROOM
Monday March 28 4:00 P.M.	PREVIEW: SPRING JUNIOR DEB COLLECTION Macy's will present their Spring junior deb collection to the press. By invitation. Publicity: Stephanie Horton, OX. 5-4400, Ext. 2260.	MACY'S NEW YORK	13TH FLOOR EXECUTIVE DINING ROOM
Tuesday March 29 4:00 P.M. Champagne	PRESS PREVIEW OF KNITTED FASHIONS Preview of knitted costumes, suits and dresses, made in Israel. <u>Showing at 4:30 P.M.</u> By invitation. Publicity: Pauline Greene at Charles J. Charney, PL. 7-0955.	ALED ORIGINALS LTD. (1410 B'WAY)	ISRAELI CONSULATE 11 EAST 70TH STREET
Tuesday March 29 4:00 P.M. Cocktails	PRESS PREVIEW FOR BEAUTY EDITORS Tussy Cosmetics will preview "Fall Highlights" for members of the beauty press. By invitation. Publicity: Margaret Lucha at Young & Rubicam, MU. 9-5000.	TUSSY COSMETICS	DRAKE HOTEL PARK & 56TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 30 12:30 P.M. Luncheon	SPRING-SUMMER FASHIONS DURING LUNCHEON Spring and Summer couture fashions by Tony Raphael; furs by Femina. Press by invitation. Public by reservation; contact: "Andre", TE. 8-8000. Pierre Fashion Director: Anne Taylor, TE. 8-8000.	TONY RAPHAEL; FEMINA FURS	HOTEL PIERRE ROOF GARDEN
Wednesday March 30 4:00 P.M. Cocktails	YOUNG DESIGNERS FUR COLLECTION Fur Information & Fashion Council will preview 1960 fur fashions in Emba mink by young designers: Bill Atkinson, Ole Borden, Lee Evans, Rudi Gernreich, Jeri Holmes, Bud Kilpatrick. By invitation. Publicity: Nona Lou Greene at Ruder & Finn Inc., PL. 9-1800.	FUR INFORMATION & FASHION COUNCIL	FOUR SEASONS (SEAGRAM POOL ROOM BLDG)
Wednesday March 30 5:00 P.M. Cocktails	PRESS PREVIEW OF NEW HAIRSTYLES Showing of "Hairstyles From Around The World" created by Arden Salons here and abroad. By invitation. Publicity: Rasponi Assoc., TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE FASHION FLOOR - 2ND FL.
Thursday March 31 4:30 P.M. Cocktails	TRADE SHOWING OF FASHIONS IN ZANTREL Hartford Fibres Company presents fashions in Zantrel--news in the trade; news for the trade. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.	ZANTREL- A DIVISION OF HARTFORD FIBRES	500 CLUB 500 SEVENTH AVENUE
Thursday March 31 5:00 P.M.- 7:00 P.M.	FABRICS EXHIBIT AND FASHION SHOW "Two Worlds Of Silk"--American Summer fashions in silk and costumes by Japanese designers. By invitation. (Coincides with silk exhibit opening at Museum on March 30). Publicity: Eleanor Lambert, MU. 8-2130.	INTERNATIONAL SILK ASSOCIATION-U.S.A.	MET. MUSEUM OF ART RESTAURANT
Beginning Monday April 4	OPENING: TRANS- SEASON COLLECTION Mr. Gee's Trans-Season sportswear and dress collection, designed by Melba Hobson. Continuous daily showings. Contact: WI. 7-8178.	MR. GEE	1407 BROADWAY SHOWROOM - 25TH FLOOR
Tuesday April 5 1:00 P.M.	OPENING: EARLY FALL DRESS COLLECTION The Mr. Mort early Fall junior dress collection, designed by Lee Evans, will be presented at one showing only. By admission card. Contact: Dorothea Marshall, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday April 5 2:00 P.M.	SHOWING OF EARLY FALL COAT COLLECTION Showing of Originala's early Fall coat collection. By appointment. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Wednesday April 6- April 7 1:00 P.M.	PREVIEW: EARLY FALL JUNIOR DRESS COLLECTION The Guy D. Early Fall junior dress collection, designed by Anthony L. Muto, will be presented April 6 and 7 at 1:00 P.M. By invitation. Contact: Dorothy McCauley, IO. 4-3913.	GUY D.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Wednesday April 6- April 7 2:00 P.M.	ADVANCE FALL JUNIOR COLLECTION Mam'selle will preview their early Fall collection on April 6 and 7. By invitation. Contact: Bettye Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.	MAM'SELLE	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday April 7 12:30 P.M. Luncheon	PRESS PREVIEW: FALL SWEATER COLLECTION Preview of Olympic's Fall collection to the press and buyers. <u>Showing at 1:15 P.M.</u> By invitation. Contact: Phyllis Youngheart, PL. 1-0752.	OLYMPIC KNITWEAR INC. (1407 BROADWAY)	HOTEL PLAZA TERRACE ROOM
Thursday April 7 12:30 P.M. Luncheon	LUNCHEON SHOW: SPRING DRESS COLLECTION Nathan & Strong's Spring dress collection available at "Miss Bergdorf". Press by invitation. Public by reservation. Contact: "Banquet Dept.", PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	NATHAN & STRONG (530 SEVENTH AVENUE)	HOTEL PLAZA PERSIAN ROOM
Sunday April 10 1:00 P.M. Brunch	SPRING FASHIONS & MILLINERY SHOW Showing of Count Sarimi's Spring couture collection; millinery by John Frederics. Reservations--\$4.00; contact "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., 117 East 37th Street, MU. 9-8542.	COUNT SARMI; JOHN FREDERICS	HAMPSHIRE HOUSE FOUNTAIN ROOM
April 11	PASSOVER--begins Monday, at Sundown. (April 11 - April 19).		
Thursday April 14 12:00 Noon Luncheon	FABRICS DIVISION LUNCHEON MEETING "Turbulent Currents in Fabric Markets" -- showing of Fall fabrics. Co-chmn: Margaret Markley and Conoldine Burnett. Prices: \$8.00, members; \$10.00, guests. Contact: CI. 7-3940. (<u>Note Change of Date</u>).	THE FASHION GROUP, INC.	HOTEL ASTOR BALLROOM

EASTER ACTIVITIES IN NEW YORK CITY

Sunday April 17 12:30 P.M. Luncheon	FASHION SHOW AT EASTER LUNCHEON Walter Florell, presenting couturier fashions, millinery and coiffures. Furs--Fredrica. Haircoloring--Clairol. Jewelry--Marvella. Reservations--\$25.00. Contact: Marge Hector for C. C. Philippe, PL. 3-5400.	WALTER FLORELL	HOTEL ASTOR GRAND BALLROOM
Sunday April 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY John Frederics will present his millinery collection, for benefit of Neighborhood Youth Projects. Contact: "Banquet Dept." PL. 9-3000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JOHN FREDERICS	HOTEL PLAZA RENDEZVOUS ROOM
Sunday April 17 1:00 P.M. Luncheon	BENEFIT LUNCHEON ON EASTER SUNDAY Mr. John will show his "Second Empire" collection of custom hats, couture, furs and accessories for Spring and Summer 1960. Also, men's hats and accessories. For benefit of Silver Cross Day Nursery. Reservations--\$15.00: "Banquet Dept.", PL. 5-1000. Mr. John Publicity: Joe Mann, PL. 7-1966. Fashion Show Director: Mary Alice Rice, CI. 6-1790.	MR. JOHN, INC.	SHERATON-EAST HOTEL BALLROOM

(continued on following page)

DATEWHAT'S GOING ONGIVEN BYWHEREEASTER ACTIVITIES IN NEW YORK (continued)

Sunday April 17 1:00 P.M. and 2:30 P.M.	EASTER FASHION SHOW- MILLINERY AND SHOES Showing of custom dresses by Martier-Raymond; millinery by John Frederics; shoes by Silvia of Fiorentina. Reservations--\$6.00; contact: "Mr. Gilbert", CI. 6-7700. Fashion Show Director: Peggy Cantor Assoc., MU. 9-8542.	MARTIER RAYMOND; JOHN FREDERICS; FIORENTINA	HAMPSHIRE HOUSE FOUNTAIN ROOM
Sunday April 17 1:30 P.M. Brunch	BENEFIT BRUNCH ON EASTER SUNDAY Fontayne will present her Spring collection for the benefit of the American Theatre Scholarship Fund. Tickets: \$15.00. Contact: Lisette Nigot, EL. 5-5725.	FONTAYNE	WALDORF-ASTORIA STARLIGHT ROOF
Tuesday April 19 9:00 A.M. Breakfast	PAN AMERICAN WEEK FASHION SHOW Celebration of Pan American Week--preview of American Couture Summer fashions in Latin-American-inspired Everfast fabrics; also a few Latin-American costumes. By invitation. Contact: Dept. of Commerce, Vivian Sabin, TE. 8-1800; Everfast Publicity: Terry Mayer at Amos Parrish, LO. 4-5600.	EVERFAST; N.Y.C. DEPT. OF COMMERCE	RAINBOW ROOM 30 ROCKEFELLER PLAZA
Wednesday April 20 9:30 A.M.	PREVIEW: SPRING LINGERIE COLLECTION Preview of Elizabeth Arden's Spring lingerie collection to the press. By invitation. Publicity: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON - 8TH FLOOR
Wednesday April 20 9:30 P.M. Supper	GALA EVENING-- BRITISH FASHION SHOW British fashion show presented by The Fashion Group, followed by supper. Price: \$20.00 per person. Contact: CI. 7-3940.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL ASTOR BALLROOM
Thursday April 21 4:00 P.M. Cocktails	PREVIEW: FALL SPORTS- WEAR COLLECTION White Stag will present their Fall and Winter sportswear collection to the press and buying offices. <u>Showing at 4:30 P.M. promptly.</u> By invitation. Contact: Vera Holton, BR. 9-1972.	WHITE STAG MFG. CO. (1407 BROADWAY)	PARK LANE HOTEL CRYSTAL BALLROOM
Tuesday April 26 8:00 P.M. Dinner- Dance	NINTH ANNUAL "APRIL IN PARIS" BALL "Un Bal Masque a l'Opera de Paris"--gala dinner-dance for benefit of the French Hospital and the American-French Foundation Charities. Showing of fashions by leading Paris couturiers--Jean Desses, Christian Dior, Jacques Heim, Guy Laroche, Lanvin-Castillo, Nina Ricci; millinery by Parisian designers. Furs by Revillon Freres and raffle of one of their chinchilla coats. Reservations--\$150.00 (including dancing until dawn followed by champagne breakfast). Contact: Peggy LeBoutillier for C.C. Philippe, 33 East 48th Street, PL. 3-5400.	AIR FRANCE: CARTIER; COTY	HOTEL ASTOR GRAND BALLROOM
Wednesday April 27 9:00 A.M.	PRESS PREVIEW OF FALL SHIRTS John Weitz will present his Fall collection of shirts for the Stratford Shirt Co. By reservation. Contact: Miss Read, BR. 9-9586.	STRATFORD SHIRT CO. (JOHN WEITZ)	1407 BROADWAY SHOWROOM - 32ND FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 3 10:30 A.M.	PRESS PREVIEW OF BEACH HATS William J will present his collection of beach hats to the press and buyers. By invitation. Contact: CI. 5-8956.	WILLIAM J	56 WEST 57TH STREET SALON
Wednesday May 4 9:00 A.M. Coffee	PRESS PREVIEW: FALL SHOE COLLECTION "Prima Colazione"--press preview of the Fall shoe collection, designed by Silvia of Fiorentina. By invitation. Publicity: Peggy Cantor Assoc., 117 East 37 Street, MU. 9-8542.	FIORENTINA SHOES, INC.	789 MADISON AVENUE AT 67TH STREET

OPENING OF FALL COLLECTIONS BY MEMBERS OF THE NEW YORK COUTURE GROUP

Beginning Monday May 16	Larry Aldrich Inc.....530 7th (12 Fl.).....CH. 4-1872
	Harvey Berin Ltd.....530 7th (7 Fl.).....PE. 6-0206
	Branell.....530 7th (27 Fl.).....PE. 6-6983
	Oleg Cassini Inc.....498 7th (11 Fl.).....LO. 5-6453
	Jane Derby Inc.....550 7th (23 Fl.).....LA. 4-9350
	Christian Dior, New York...498 7th (17 Fl.).....LO. 4-9220
	Estevez Inc.....550 7th (4 Fl.).....LO. 4-6337
	Anne Fogarty.....530 7th (6 Fl.).....WI. 7-5335
	David E. Gottlieb-Gothe....530 7th (4 Fl.).....LO. 5-2727
	Grenelle-Roberts.....550 7th (18 Fl.).....LO. 4-5820
	Junior Sophisticates.....498 7th (4 Fl.).....LO. 4-0462
	Nat Kaplan Inc.....498 7th (21 Fl.).....LO. 5-4115
	Paul Parnes Corp.....498 7th (10 Fl.).....CH. 4-4600
	Ben Reig Inc.....498 7th (23 Fl.).....CH. 4-1542.
	Maurice Rentner Ltd.....498 7th (16 Fl.).....LA. 4-6968
	Rudolf Gowns Inc.....530 7th (12 Fl.).....WI. 7-6865
	Herbert Sondheim Inc.....530 7th (20 Fl.).....LA. 4-7540
	Townley Inc.....550 7th (2 Fl.).....LO. 4-2155
	Trigere Inc.....550 7th (16 Fl.).....LO. 3-1600
	Hannah Troy Inc.....530 7th (2 Fl.).....LO. 3-0988
	Samuel Winston Inc.....530 7th (11 Fl.).....CH. 4-2617
	<u>COAT COUTURE GROUP MEMBERS--Beginning Monday, May 23</u>
	Davidow.....550 7th (21 Fl.).....PE. 6-6909
	Harry Frechtel.....205 W. 39 (4 Fl.).....PE. 6-1310
	Ben Gershel & Co.....512 7th (37 Fl.).....LA. 4-2544
	Marquise Coat & Suit.....512 7th (35 Fl.).....BR. 9-5794
	Monte-Sano & Pruzan Ltd....21 W. 46 (8 Fl.).....JU. 2-2317
	Originala.....512 7th (43 Fl.).....BR. 9-8988
	<u>OTHER COUTURE GROUP MEMBERS (Dates Not Set)</u>
	Edward Abbott.....530 7th (10 Fl.).....LA. 4-8490
	Ceill Chapman.....530 7th (2 Fl.).....LA. 4-5800
	Adele Simpson Inc.....530 7th (23 Fl.).....LA. 4-7626
	Parnis-Livingston Inc.....530 7th (18 Fl.).....BR. 9-5014
	Pattullo Jo Copeland.....498 7th (14 Fl.).....LO. 3-5650.

Tuesday May 17 9:00 A.M. Breakfast	PREVIEW: FUR-LINED COATS AND SUITS Style Trends will present their Fall collection of fur-lined coats and suits. By invitation. Thereafter at showroom, 9:30 A.M. and 3:30 P.M., by appointment. Publicity: Peggy Cantor Associates, MU. 9-8542.	STYLE TRENDS (512 SEVENTH AVENUE)	SHERATON-EAST HOTEL TRIANON ROOM
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MUSIC...MOVIES...THEATRE...OPERA

- Monday
March 21 TWENTY-SECOND WEEK METROPOLITAN OPERA MET. OPERA HOUSE, B'WAY & 39 ST.
Mon., March 21: Wagner's PARSIFAL. Tues., March 22: Puccini's TOSCA.
Wed., March 23: Verdi's LA FORZA DEL DESTINO. Thurs., March 24:
Puccini's MADAMA BUTTERFLY. Fri., March 25: Verdi's SIMON BOCCANEGRA.
Sat., Mat., March 26: Giordano's ANDREA CHENIER. Sat., Eve., March 26:
Verdi's LA TRAVIATA. Publicity: Francis Robinson, PE. 6-1200.
- Tuesday
March 22 PREMIERE: "THE WOULD-BE GENTLEMAN"(Movie) PARIS THEATRE, 4 WEST 58TH ST.
For a three-week engagement, Pathe Cinema Corporation will present the
first performance by the Comedie Francaise of Moliere's satire with
English subtitles. Director: Jean Meyer. Costumes: Madame Suzanne
Lalique. Publicity: Irving Drutman, MU. 8-4860.
- Wednesday
March 23 OPENING: "GAY DIVORCE" CHERRY LANE THEATRE, 38 COMMERCE STREET
Noel Behn and The New Princess Company will present the Cole Porter
musical of the 30's, starring Joan Holloway, Judy Johnson, Evelyn Page
with Arny Freeman and Emory Bass. Director: Gus Schirmer, Jr. Costumes:
Ann Roth. Publicity: Sol Jacobson, CH. 4-1482.
- Thursday
March 24 OPENING: "JEANNETTE" MAIDMAN PLAYHOUSE, 416 WEST 42ND STREET
Myron Weinberg will present the American premiere of Jean Anouilh's play,
with Sorrell Booke, Patricia Bosworth, Juleen Compton, Geoffrey Horne,
Joan Croyden, Paul Stevens. Director: Harold Clurman. Costumes and
Sets: Paul Morrison. Publicity: Max Eisen, OX. 5-1864.
- Thursday
March 31 OPENING: "THE BEST MAN" MOROSCO THEATRE, 217 WEST 45TH STREET
The Playwrights' Company will present Melvyn Douglas, Lee Tracy, Frank
Lovejoy, starring with Kathleen Maguire, Leora Dana, Ruth McDevitt, Karl
Weber, Joseph Sullivan in a political drama by Gore Vidal. Director:
Joseph Anthony. Costumes: Theoni V. Aldredge. Publicity: Abner
Klipstein, CI. 5-6644.
- Wednesday
April 6 OPENING: "VIVA MADISON AVE." LONGACRE THEATRE, 220 WEST 48TH STREET
Selma Tamber and Martin H. Poll will present the comedy by George Panetta,
based on his novel of the same name, starring Buddy Hackett, Fred Clark,
Martin Balsam. Director: Ira Cirker. Costumes: Frank Thompson.
Publicity: Dorothy Ross, PL. 7-0640.
- Wednesday
April 13 OPENING: "THE SECOND STRING" EUGENE O'NEILL THEATRE, 49TH ST. WEST OF BWAY
Co-starring Shirley Booth, Jean Pierre Aumont, Nina Foch, Cathleen
Nesbitt, the Leonard Sillman and Carroll & Harris Masterson presentation
based on the novel by Collette. Director: Raymond Gerome. Costumes:
Robert Mackintosh. Publicity: Betty Lee Hunt, EN. 9-7472.
- Thursday
April 14 OPENING: "BYE BYE BIRDIE" MARTIN BECK THEATRE, 302 WEST 45TH STREET
Edward Padula in association with Slade Brown will present the new
musical, with Chita Rivera, Dick Van Dyke, Kay Medford, Susan Watson,
Paul Lynde. Director: Gower Champion. Costumes: Miles White.
Publicity: Rubin Rabinovitch, LA. 4-1839.
- Wednesday
April 20 OPENING: "FROM A TO Z" PLYMOUTH THEATRE, 236 WEST 45TH STREET
Carroll and Harris Masterson will present a new musical revue, starring
Hermione Gingold with Elliott Reid. Director: Christopher Hewett.
Costumes: Fred Voelpel. Publicity: Irvin Dorfman, LO. 3-0858.

1961

JANUARY

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FEBRUARY

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5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				

MARCH

S	M	T	W	T	F	S
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

APRIL

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

MAY

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

JUNE

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

JULY

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

AUGUST

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

SEPTEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

OCTOBER

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

NOVEMBER

S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

DECEMBER

S	M	T	W	T	F	S
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					